

GUIDE Graduate Certificate - Project Charter

PROJECT MANAGEMENT ARTIFACT · ADVANCED INSTRUCTIONAL DESIGN

The charter for a \$40,000, ten-month project to design, develop and launch a fully online four-module graduate certificate in generative AI for instructional design, at a university facing an enrollment decline.

It fixes the purpose, the objectives, the timeline, the success criteria, the scope boundary, the deliverables, the stakeholders and their responsibilities, the assumptions, and the high-level risks, and it ends with the sponsor and stakeholder approval blocks that convert all of it into an authorization to proceed.

It also carries a declaration of AI use. Portions were drafted with Microsoft Copilot and the document says so, which is a standard I apply to my own work.

Yana Rulinsky

Instructional Designer · Project Manager, GUIDE certificate team simulation

yanarulinsky.com

Awesome University GUIDE Graduate Certificate Project Charter

Created by GatorEduTech

05/20/2026

Project Title: GUIDE - Generative AI for University Instructional Design and Education Graduate Certificate Course

Project Start Date: June 1, 2026

Projected Finish Date: March 15, 2027

Budget Information:

Estimated Total Budget: \$40,000

The project budget includes labor for instructional design consultation, project management, multimedia development, accessibility review, LMS configuration, and stakeholder review cycles. Costs also include software licenses, captioning tools, cloud storage, and limited multimedia assets. The scope also includes additional academic governance steps, SME hours, review meetings, and revision cycles.

A \$5,000 contingency reserve is included to cover unexpected needs such as extended pilot testing, additional accessibility remediation, or technology adjustments. This ensures the budget remains realistic and aligned with best practices in cost management.

Project Manager: Yana Rulinsky

- The Project Sponsor authorizes the GUIDE project and grants the Project Manager full authority to manage project resources, direct the project team, approve schedules and internal deliverables, coordinate with faculty SMEs and IT, and escalate issues requiring sponsor intervention. This authorization ensures the PM can execute the project according to the approved charter.

Project Purpose:

- Awesome University is an inner-city small to mid-size university that is projected to experience the “enrollment cliff” or a decline in university enrollment due to lower national birth rates and demographic shifts within the next five years. Awesome University administration would like to support their organizational strategic goals to maintain or increase student enrollment, mitigate some of the factors associated with projected lower future student enrollment, and increase student retention by expanding their course offerings to include courses that meet the university students’ expressed demand for skill-based and workforce-preparatory courses. By launching a series of graduate certificate courses aimed at the local area employers’ demand for workforce-ready and AI-ready students, including the GUIDE Graduate Certificate course, Awesome University utilizes systems thinking and embraces opportunities, such as the new GUIDE course, to improve its’ organization and student enrollment and retention factors through IT projects. Additionally, this certificate will

prepare future instructional designers to responsibly use AI technologies in practice while improving their digital learning skills.

Project Objectives:

- Develop a generative AI graduate certificate focused on Instructional Design and education.
- Serve and support approximately 500 online students in completing the graduate certificate program.
- Strengthen AI literacy, digital learning skills, and ethical use of AI Instructional Design tools among AU students.
- Enhance student engagement in online learning environments.
- Ensure the program meets expectations of sponsor and key stakeholders.
- Assist Awesome University in meeting its strategic organizational goals via an introduction of a new graduate certificate course.

General Timeline:

June 2026

- Charter approval
- Kickoff meeting
- Needs analysis
- SME onboarding

July 2026

- Curriculum mapping
- Learning outcomes finalized
- Technology tool selection
- Course blueprint drafted

August 2026

- Instructional design + content development
- Multimedia production
- Accessibility & QA Review Cycle 1

September 2026

- LMS course build
- Pilot testing with student group
- Stakeholder Review Cycle 1
- Revisions

October–November 2026

- Final content development
- Accessibility & QA Review Cycle 2
- Faculty facilitation guide
- Certificate launch preparation

December 2026–February 2027

- Curriculum Committee approval
- Academic Dean approval
- Sponsor final approval

March 2027

- Certificate program launch
- Final evaluation report

Success Criteria:

- At least 75% course completion rate
- Minimum 15% enrollment of projected 500 learners
- Course meets expectations and requirements of sponsor and key stakeholders
- Average learner satisfaction rating of 3.8/5 or higher
- All modules meet accessibility and QA standards
- LMS delivery with minimal technical issues
- Faculty report readiness to facilitate the program.

Approach:

The project will follow the ADDIE instructional design model and be delivered fully online. The certificate will include short lectures, guided AI activities, discussions, and applied instructional design tasks using generative AI tools. This structured methodology ensures a systematic, iterative, and evidence-based approach to course development.

Instructional Design Methodology

The ADDIE model guides all instructional decisions:

- Analysis — Identify learner needs, institutional requirements, technology constraints, and generative AI policy considerations.
- Design — Develop learning outcomes, assessment strategies, content outlines, and AI-enabled learning activities.
- Development — Produce multimedia content, build modules in the LMS, and integrate approved generative AI tools.
- Implementation — Conduct pilot testing, gather feedback, and prepare faculty for facilitation.

- Evaluation — Measure effectiveness, analyze learner performance, and finalize the evaluation report.

Execution Strategy

The execution strategy emphasizes:

- Iterative design with structured review cycles
- Collaboration with faculty SMEs and academic governance bodies
- Accessibility-first content creation aligned with WCAG standards
- Integration of approved generative AI tools for learning activities
- Transparent communication with stakeholders
- Early pilot testing to validate instructional quality and learner experience
- Governance approvals (Curriculum Committee, Academic Dean, Sponsor) prior to launch

All instructional materials, assessments, and learning activities will undergo human review and quality assurance to ensure pedagogical effectiveness, accuracy, accessibility, and ethical compliance.

Project work will proceed through multiple review and feedback cycles to support continuous improvement and stakeholder alignment. Major deliverables will be reviewed by the project sponsor and curriculum stakeholders at key milestone points prior to final approval.

Project Phases

The project will be executed in five structured phases:

1. Analysis Phase

- Needs analysis
- Learner and context analysis
- Technology and tool selection
- Curriculum mapping and outcome definition

2. Design Phase

- Course blueprint creation
- Assessment and activity design
- Storyboarding for multimedia and AI-enabled tasks
- Review Cycle 1 with SMEs

3. Development Phase

- Content authoring and multimedia production
- LMS course build
- Accessibility and QA Review Cycle 1

- Stakeholder Review Cycle 1 and revisions

4. Implementation Phase

- Pilot testing with student group
- Accessibility and QA Review Cycle 2
- Governance approvals (Curriculum Committee, Academic Dean, Sponsor)
- Faculty facilitation guide completion

5. Evaluation Phase

- Final evaluation report
- Lessons learned
- Certificate launch package
- Project closeout

High-level Scope

In Scope

- Certificate curriculum design (4 modules)ex
- Curriculum mapping + learning outcomes
- Instructional design + multimedia development
- LMS course build
- Pilot testing
- Accessibility & QA reviews
- Stakeholder review cycles
- Faculty facilitation guide
- Student support materials
- Final evaluation report
- Certificate launch package

Out of Scope

- Long-term maintenance after launch
- Marketing or recruitment campaigns
- Development of additional certificate tracks
- Custom AI tool development
- Ongoing faculty training beyond initial guide

Project Deliverables:

- Approved Project Charter
- Curriculum Map + Learning Outcomes
- Course Blueprints
- GUIDE Certificate Program (online modules)

• Instructional Videos + AI Learning Activities • Accessibility & QA Review Reports • Stakeholder Review Documentation • Student Support Materials & Guides • Faculty Facilitation Guide • Final Evaluation Report • Certificate Launch Package • Faculty Facilitation Guide • Final Evaluation Report • Certificate Launch Package			
Stakeholders: • Vice President of Academic Affairs (Sponsor) • GatorEduTech Project Management Team • Faculty SMEs (Instructional Design Professors) • Curriculum Committee / Academic Dean • IT Support Team • Academic Advisors • 500 Online Students			
Roles and Responsibilities			
<i>Name and Signature</i>	<i>Role</i>	<i>Responsibility</i>	<i>Contact Information</i>
Vice President of Academic Affairs	Project Sponsor	Approves funding and ensures alignment with the university goals	vpaa@awesomeu.edu
GatorEduTech Project Management and ID Team	Project Management Team and ID Team	Planning, coordination, scheduling, risk management, communication, delivery. Course design and development.	support@gatoredu.tech
Faculty SMEs (Instructional Design Professors)	Subject Matter Experts	Curriculum expertise, validate learning outcomes, academic rigor	faculty@awesomeu.edu
Curriculum Committee / Academic Dean	Academic Oversight	Ensures alignment with university	curriculum@awesomeu.edu

		standards	
IT Support Team	Technical Support	LMS setup, integrations, troubleshooting	itsupport@awesomeu.edu
Academic Advisors	Student Support	Enrollment, advising, retention	advising@awesomeu.edu
Students	Learners	Participate in and complete certificate	N/A

Roles and Responsibilities Matrix:

Task	Sponsor	Project MGT	Faculty & Curriculum Committee	ID Team	IT Support	Advisors	Students
Approve funding	X						
Organizational Alignment	X	X	X				
Project planning		X		X			
Course design		X	X	X			
LMS setup					X		
Student recruitment						X	
Program Completion							X
Evaluation	X	X	X	X			X

Assumptions:

- Students have reliable internet access and LMS access.
- Faculty support pilot implementation.
- Approved generative AI tools are available to students.
- The university supports small-scale pilot before expansion.

Constraints:

- Limited project budget and development timeline.
- Organizational curriculum approval requirements.
- Rapidly changing GenAI policies, technologies, and requirements.

High-Level Risks:

- Low Enrollment — Enrollment may fall below projections.
- Approval Delays — Curriculum Committee or Dean approvals may extend the timeline.
- Unclear GenAI Policies — Evolving institutional AI policies may impact design decisions.
- Accessibility Gaps — Additional remediation may be required to meet WCAG standards.
- Technology Integration Issues — LMS or AI tool integrations may not function as expected.
- SME Availability Constraints — Limited SME availability may slow review cycles.
- Scope Expansion — Additional requests may exceed pilot scope.
- Data Privacy Concerns — Use of generative AI tools may raise privacy or compliance issues.

Comments: (Handwritten or typed comments from above stakeholders, if applicable)

This is a pilot-scale initiative designed to test the effectiveness of integrating generative AI into instructional design education before scaling to larger enrollment.

The completion and execution of the GUIDE Project Charter require formal approval from the Project Sponsor and key stakeholders. Approval confirms that the project scope, timeline, budget, deliverables, and governance processes are understood and accepted. Once signed, this charter authorizes the Project Manager and the GatorEduTech Project Management Team to proceed with project planning and execution in alignment with institutional expectations.

Sign-off indicates agreement with the project's scope, schedule, budget, success criteria, and review/approval processes.

Project Sponsor Approval

I approve the GUIDE Project Charter and authorize the project to proceed.

Name / Title	Signature	Date
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Vice President of Academic Affairs (Project Sponsor)		
Stakeholder Approval The following stakeholders acknowledge their roles, responsibilities, and participation in review and approval cycles.		
Stakeholder Group	Signature	Date
Faculty SMEs		
Curriculum Committee / Academic Dean		
IT Support Team		
Academic Advisors		
GatorEduTech Project Management Team		

Declaration of AI Use

Portions of this Project Charter were developed with assistance from Microsoft Copilot, an AI tool used to support writing, organization, and revision. The AI was used to help structure sections, refine wording, and ensure alignment with project management best practices. All content was reviewed, edited, and approved by the GatorEduTech project team to ensure accuracy, academic integrity, and alignment with course expectations.